

Red Wing Shoe Company, Inc. **Retail News**

Vol. 2
2002



MUSCLE SHOES PRICE REDUCTIONS



Last summer we started accepting orders for a dynamic Red Wing Shoe introduction, the Muscle Shoes. Red Wing retailers responded accordingly by booking these in significant quantities for May delivery.

In order to meet the market response, designers, engineers, technicians, manufacturing and logistics personnel all worked together to make sure that this program would meet your expectations.

Over the course of final development and initial production, Red Wing has been able to find efficiencies and cost reductions and will pass those savings to you and your customers. We are delighted to announce that

this great program is now even better with an across-the-board price reduction prior to the first shipment of those first eleven Muscle styles. This means that your existing Muscle Shoe orders will be billed at the new reduced price.

This product group is so right for today's active and demanding consumer. And now they are an even greater value.

If you would like to take this opportunity to augment your initial orders, or if you haven't yet placed your opening order, now is the perfect time to contact your Red Wing sales representative.



NEW MUSCLE SHOE BACKLIT SIGNS

New Muscle Shoe graphics are being sent free this month to dealers who have previously purchased the SuperSole 2.0 Back Lit Sign (Item No. 94060). This new graphic features the new Muscle Shoe logo and Style 8667. This graphic is interchangeable with the existing four graphics which were originally sent with the sign kit. If you have not already purchased this unique back lit sign, it is in stock and available for \$100. This sign package qualifies for 50% co-op.

WARM WEATHER GUARANTEE WINNERS



Old Man Winter was very generous to some of our Red Wing customers. In January, 28 states set record high temperatures. So any customer that correctly submitted the registration form for the Warm Winter Rebate will automatically receive a \$50 check from Red Wing Shoe Company. Checks were processed and mailed the week of March 11th. Individuals residing in states that did not set a record and those customers who did not correctly submit their rebate application will be sent a letter from Red Wing notifying them of their non-qualified status. If you have customers who have questions about their status they should contact Red Wing customer relations at 1-800-733-9464.

The 28 winning states are as follows:

ALABAMA	MICHIGAN	RHODE ISLAND
COLORADO	MINNESOTA	SOUTH DAKOTA
CONNECTICUT	MISSOURI	TENNESSEE
GEORGIA	NEW JERSEY	VERMONT
IOWA	NEW MEXICO	VIRGINIA
ILLINOIS	NEW YORK	WASHINGTON
INDIANA	NORTH DAKOTA	WEST VIRGINIA
KENTUCKY	OHIO	WISCONSIN
MARYLAND	OKLAHOMA	
MASSACHUSETTS	PENNSYLVANIA	

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THE SHOE HORN • NEWS AND UPDATES FROM RETAIL TRAINING

Welcome to the inaugural column of The Shoe Horn for Retail Training. A column designed to update you on training and share sales tips and retailing best practices.

We are about one month away from rolling out the new training program to the field. Training managers will be in Red Wing during the first part of April. Store manager training will begin the end of April.

Our training handbooks will include sections on product, fitting, selling and service in-store, getting industrial leads, selling and servicing industrial accounts, leadership and coaching, staff performance management, networking with other retailers, other basic store operations and a general orientation to the expectations of being a Red Wing Shoe Store manager.

In the next issue of Retail News we will provide more information on how to obtain training handbooks and scheduling training sessions.

Please submit your requests, ideas and examples of best practices to Kim Wiemer at kimwiem@redwingshoe.com or telephone her at 651-385-1367.

MEDIA LIBRARY HELP

The Red Wing Shoe Company Media Library is a great source for your finding artwork to prepare your promotional programs. The tool contains product photography, ads and logos for all four Red Wing brands. If you need help in accessing Red Wing Shoe Company's Media Library, forgot your password or just need a short tutorial, please contact Kris Blaney at 651-385-1373.

NEW AUTO SYSTEM FOR PHONE LINES

In an effort to improve our service to you, we will be adding an Auto Attendant to our current phone system. This new feature will be simple to use and make it easier to reach the department you need.

There is an Auto Attendant for the Advertising/Dealer Support 800 number (800-538-5647). When you call, you will have two choices.

Press 1
to place an advertising item order

Press 2
to reach the co-op department

The Customer Service 800 number (800-328-9453) Auto Attendant will have three choices.

Press 1
for customer service/relations

Press 2
for shoe returns

Press 3
for the credit department.

This Auto Attendant system will improve the flow of calls so there is less time on hold and enable us to offer you a higher level of customer service.

IRISH SETTER FALL PRODUCT UPDATE

Irish Setter recently presented their Fall '02 product offerings at the S.H.O.T Show in Las Vegas. Irish Setter was mentioned as one of the hot brands at the show with some of the best new products ideas. Some of the new product highlights included:

The new Versa Tracks were seen as the most versatile hunting boot ever. They feature a multi-terrain outsole which allows the hunter to choose interchangeable cleats to suit different hunting conditions. Available in 3 styles. Retail at \$189-\$199.

The Big Game Trackers. An 800 gram GORE-TEX® hunting boot that retails for \$99. With an aggressive Bullseye Air Bob outsole and a choice of 3 styles. This is the best value on the market. And it's an Irish Setter at \$99!

Whitetail Trackers. This new product is designed to take on the traditional rubber knee boot. Traditional rubber boots keep hunter's feet dry and mask their scent, but they're hot, uncomfortable and poor fitting. The new Whitetail Trackers are breathable, lightweight and comfortable. Plus they are treated with Scent-Ban that kills odor causing bacteria. The combination delivers all the benefits of a rubber hunting boot without the pain. Available in six styles of insulated and non-insulated packages.



**Whitetail Trackers
Style #810**



**Versa Tracks
Style #895**



**Big Game Trackers
Style #1816**

NATIONAL TV SCHEDULE FROM RED WING

The new ComfortForce TV spot is now on the air. The spot will air throughout the Spring selling season. The commercial is available in a ¼ inch :25/:5 version for your local dealer tag advertising use. Please

refer to Item No 94385. A ½ inch looped version for playing in-store is also available. Please request Item No. 94555. Scenes from the commercial are shown below.



NEW WORX BID SHOE FLYER

To help you place programs with the WORX bid shoe offerings, WORX has created a separate flyer that features all 5 products. The item is available at no cost to dealers in lots of 25. Please contact Customer Service and refer to Item No. 98331



DISTRICT RETAIL MANAGER OF THE YEAR

Red Wing Shoe is pleased to announce Drew Shenkman has been named District Retail Manager of The Year. While Drew has only been with Red Wing Shoe since July 1999, he has managed to rise to the top in this short time. His territory includes New York, New Jersey, and New England. Congratulations Drew.



PRICE CHANGE ON MIRAGE BOOTH RENTAL

The rental price for the Mirage portable booth system (Item No. 94421) has been reduced to \$200 plus shipping. These 92" high x 120" wide booths have also been updated with new metal shelving. Please call Tammy Dodge at 651-385-1314 to make rental reservations. Remember that all Mirage booth rentals qualify for 50% co-op.

CO-OP UPDATE

By now you should have received your first quarter co-op statement. The statement shows your beginning balance for 2002, claims processed in the first quarter and your remaining balance. It will also show your additional co-op earnings from the Comfort Force and Muscle Shoe Selling programs. If you have any questions on your balance, call 1-800-538-5647.

LOGO APPAREL ORDERING UPDATE

To place an order for any of the dealer support items or apparel in the Red Wing/ WORX catalogs, call the advertising order number at 1-800-538-5647 or fax 1-800-423-7463. Please note you are no longer able to purchase logo apparel items directly from The Norseman Apparel Company. Norsemen is not authorized to use our logos and they have been instructed not to service Red Wing dealer calls. We are working on alternative solutions for your apparel needs.

COMING SOON

We have received a number of requests from our Internet savvy retailers for posting Retail News on the web. We are presently working on the option and it will soon appear in the For Our Dealer Section of the Red Wing and WORX web sites. An email opt-in option will also be available for dealers who can't wait for the printed version.



IN-STOCK ANYTIME

Red Wing Shoe Company now offers an "In Stock, Any Time" program on 23 different key styles of Red Wing and WORX boots and shoes. Our commitment to you, our valued customers, is to always be in stock on these key styles. The eligible styles are indicated by the "In Stock, Any Time" icon and also highlighted on our wholesale price lists. If for any reason we fall short of our "In Stock, Any Time" commitment and fail to ship these shoes within 48 hours of receipt of your order, we will provide you with free freight on the "In-Stock, Any Time" shoes.

This program will provide you with a valuable tool to serve your customers better by allowing you to be always in-stock with these best selling Red Wing and WORX styles. This program is the type of service that you expect from a company like Red Wing Shoes. We appreciate your business and this is one way of showing our appreciation to you.





CUSTOMER LETTERS

Dear Red Wing,

I have been buying your shoes size 15 EEE for years. I am very pleased that there is a quality shoe in my size. Thank you for selling a fine product made in the USA. This letter is to let you know how great your shoes are. It is the most comfortable work shoe I have ever purchased.

Thanks again,
Tim Blakeney
A Loyal Customer

DEALER AD KIT AVAILABLE

The 2002 Red Wing Dealer ad kit is now in-stock. This year's kit includes a traditional ad slick book as well as digital versions of the materials. The kit includes materials for radio, newspaper and billboard ads. If you haven't received your kit, you can order your free kit by contacting Customer Service and requesting Item No. 94580.

WELCOME TO OUR NEWEST RED WING SHOE STORE OWNERS

Red Wing would like to extend a warm welcome to the newest members of the Red Wing Shoe Store family. Sid and Mary Jo Burkot are the new owners of the Red Wing Shoe Store in Frederick, Maryland. The store is located in the Evergreen Square Center in Frederick. Please join us in wishing them the best of success in their new venture.

RED WING RACING GO CART CLOSE-OUT

We still have a few of the Red Wing Go Carts available for purchase. The carts have been reduced to \$500 each plus freight. Please contact Customer Service to place your order and refer to Item No. 94630.



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